Saskatchewan
Tourism and
Small Business

Saskatchewan Tourism Marketing Plan Summary 1986-87

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P R E F A C E

This marketing plan reflects a determined effort by Saskatchewan to sell our tourism product in the marketplace. Working together, Tourism and Small Business and the province's tourism industry have an opportunity to increase the benefits Saskatchewan derives from tourism. We have accepted the challenge to bring more people and their travel dollars into the province by creating an improved image of Saskatchewan as a destination. Those in the private sector that fulfill the consumer's expectations will be the recipients of new dividends - increased tourism revenues.

Tourism already effects our economy in a very significant way. Currently, tourism expenditures in our province total $980 million and are responsible for supporting 31,500 jobs. There is, however, much room for growth in Saskatchewan's share of the travel market and the dollars and jobs that accompany such growth.

The marketing program is both an opportunity and a challenge for Saskatchewan's tourism industry.

We believe that a partnership effort with our tourism industry will help to ensure marketing success and to reach our goal of becoming a most competitive tourist destination.

BACKGROUND

Saskatchewan generated $232 million in revenue from out-of-province visitors in 1984. Combined with the $751 million spent by Saskatchewan residents travelling within their own province, this expenditure resulted in direct and indirect employment for approximately 31,500 Saskatchewan people.

Tourism employment is significant. It employs roughly the same number of people as manufacturing and exceeds employment in mining and other resource sectors of the provincial economy, except agriculture. Although tourism related employment has often been labelled as low skilled, such is not the case. The tourism industry is becoming increasingly professional, demanding higher skills of all those involved in providing its services. In terms of the employment impact of industry expenditures, tourism ranks above most industries due to its high reliance on service in delivering a quality tourism product or experience.

All of the partners in tourism must take an active role if Saskatchewan is to maximize the economic impact of tourism.

Saskatchewan Tourism and Small Business clearly identifies the government's priority for tourism, recognizing the travel industry as a viable economic entity and to provide for programs of planning, development, marketing and communications which will achieve Saskatchewan's tourism objectives. At the same time, the Department recognizes that tourism initiatives have to be led by the private sector, not by government. It should also be noted that Vancouver will be the site of Expo '86. As a result of this world exposition, projections indicate that approximately 450,000 additional vehicles (approximately 1,300,000 persons) from Eastern Canada will pass through Saskatchewan enroute to the fair.

One of the main marketing objectives of Saskatchewan Tourism and Small Business will be to divert and prolong the stay of this additional tourism traffic to Saskatchewan.

LEISURE TRAVEL

Market Components

1. Individual and family travel by auto, bus, air and rail.
2. Package travel by bus, air and rail.
3. Group travel by bus, air and rail.

Objectives

a) Develop Saskatchewan's image as a tourism destination.

b) Ensure that our leisure travel products are promoted in the marketplace.

c) Advise our industry of the opportunities available and support them in their efforts at destination marketing.

Strategies

a) i) Through advertising, project an attractive image of Saskatchewan as one of Western Canada's vacation opportunities.

ii) Establish target markets for our leisure travel marketing efforts.

iii) Determine the appropriate locations and venues for sales activities.

iv) Ensure that appropriate sales aids are produced to assist the tourism sales efforts.

v) Conduct familiarization tours for selected travel influencers.

b) i) Assist the tourism industry in the development and sale of packages and products.

ii) Promote the inclusion of our product in the itineraries of select tour wholesalers and ensure that packages are available through the retail travel trade.

iii) Encourage participation by our industry in various marketplace activities either on a joint or individual basis.

c) i) Maintain close contact with our industry partners and their respective organizations for the purpose of operational planning and evaluation.

ii) Monitor changing market trends and communicate them to the industry.

iii) Keep our industry appraised of the new sales aids and techniques that can improve our overall ability to market the tourism product.

iv) Provide for an accessible assistance program that will encourage and support private sector marketing efforts in a financial sense.

Leisure Travel Marketplace Activities

a) Consumer Travel Shows

Canada

Alberta

Calgary
Edmonton
Lethbridge

Manitoba

Winnipeg
Brandon

Ontario

Toronto

The Alberta and Manitoba cities are within the 500 mile primary target market area for general touring. It is expected that a co-operative approach will be conducted with the private sector. Toronto has long been a key travel show for Saskatchewan and is continually one of the largest travel shows on the continent.

U.S.A.

North Dakota	-	Bismarck, Minot
Montana	-	Billings
Colorado	-	Denver
Minnesota	-	Minneapolis
Illinois	-	Chicago
Wisconsin	-	Milwaukee

U.S.A. (con't)

Missouri	-	Kansas City, St. Louis
California	-	Annaheim, San Mateo
New Mexico	-	Alberquerque
Arizona	-	Phoenix
Utah	-	Salt Lake City
Texas	-	Dallas
Nebraska	-	Omaha

The primary target market is the adventure traveller; however, opportunties exist in Minneapolis, Kansas City, Omaha, Billings, Bismarck and Minot for influencing general travel. In all cases, the opportunity for private sector participation is being encouraged.

Outside of Minneapolis and Denver, these shows represent a more aggressive direct sales effort by the province. The target markets were chosen on the basis of information available in regard to our potential to develop the market. Operations in these areas will be conducted in conjunction and in consultation with our industry with, or in support of, the Province's private sector.

Direct Sales Missions

Following the successful introduction of the direct sales concept in North Dakota two years ago, last year expansion into the Montana market took place.

It is our intention to conduct direct sales mission into our four primary target markets in 1986, contingent upon private sector participation. The department will again provide transportation and marketplace support. Mall displays will be utilized as the main distribution point for information, supported by paid media advertising, and media relations (interviews, etc.). Travel trade and civic officials will be among the key officials visited in each centre.

1. North Dakota

   Bismarck
   Minot
   Williston
   Dickinson

2. Montana

   Great Falls
   Billings

3. Manitoba

   Brandon
   Dauphin
   Portage La Prairie

4. California

   Los Angeles
   San Francisco

b) Travel Trade

Canada

Toronto - ACTA Ontario
Edmonton - ACTA Alberta
Montreal - Rendez-vous Canada, May 4-7, 1986

Saskatchewan will participate in these travel agent-sponsored marketplaces in Alberta and Ontario, as well as a type of "reverse" marketplace for wholesalers at Rendez-vous Canada, held in Montreal this year. Both adventure travel and general touring packages will be promoted through these venues.

U.S.A.

Atlanta - National Tour Association, November 1986
Nashville - American Bus Association, December 1986
Toronto - Ontario Motorcoach Association, November 1986

These major motorcoach marketplaces bring buyer and seller together in a very competitive environment. Our product competes against the rest of North America in terms of destination planning and itinerary selection.

c) Familiarization tours in co-operation with Tourism Canada and the Saskatchewan private sector will focus on familiarizing, educating and providing an opportunity for actual product testing by motorcoach operators, tour brokers, wholesalers, travel writers and automobile club counsellors.

d) Merchandizing and direct mail programs that are cost-shared with private sector organizations will promote Saskatchewan in selected markets to special market segments.

e) Editorial and publicity support in the form of special travel features and news releases will be disseminated to selected media in Canada, U.S.A., U.K./Europe. Co-operation with Tourism Canada will be utilized where translations and foreign contacts are required.

f) Brochures and pamphlets will be produced to support marketing activities. Sales aids requirement such as a/v cassette tapes, suggested tour itineraries and auto tour catalogue will be developed.

g) Special promotions to motor clubs in our target markets will be continued, with expansion where possible. Currently, activity with select Minnesota, Oregon and Washington Clubs has taken place. Expansion of efforts in the Canadian market are underway, specifically Ontario.

Special Motor Club Promotion

Saskatchewan will initiate a number of activities with Motor Clubs in the neighbouring provinces and states with the following specific activities in the Ontario and Minnesota marketplaces.

1. Familiarization Tour for Minnesota agents tentatively planned for June '86 - one club counsellor from each of the nine offices plus one representative from the Canadian Consulate staff.

   Fam tours will be co-sponsored and funded by Saskatchewan and Tourism Canada. Tourism Canada has made a commitment of funds.

2. Lay the groundwork for presentations in the Ontario marketplace.

   (a) Work with Tourism Canada to establish contacts with all offices in Ontario.

   (b) Compile a list of resource materials that each office has on Saskatchewan.

   (c) Systematically fill the gaps in preparation of seminars.

   (d) Prepare and present seminars, bearing in mind the needs of those clients who are serviced by the CAA offices.

3. Establish contacts in the AAA offices in North and South Dakota, CAA in Manitoba and Alberta, and compile lists of materials on Saskatchewan.

   Select and distribute all new opportunities - brochures, etc.

4. Maintain communications with AAA agents offices in Washington and Oregon.

5. Where equipment is available, supply at no cost to offices video cassettes on Saskatchewan products.

CONSUMER TRAVEL ADVERTISING
APRIL, 1986 - JULY, 1986

CANADA

General Touring

Ontario

Television:

Markets - London, Kitchener, Barrie, Peterborough, Kingston, Sudbury, Sault Ste. Marie, Thunder Bay

Timing - April 7 - 20, 1986
- April 28 - May 11, 1986
- March, 1987

Magazines:

1. Leisureways - April, 1986 with business reply card
2. Homemakers - April and May, 1986 with b.r.c.'s
3. Reader's Digest (national edition) - April, 1986 with b.r.c.
4. Skyword - April, 1986 with b.r.c.
5. Maclean's - week of May 5, 1986 with b.r.c.
6. Chatelaine - May, 1986 with b.r.c.
7. Canadian Living - May, 1986 with b.r.c.
8. Saturday Night - May, 1986 with b.r.c.

Direct Marketing:

Canada Post distribution to 170,000 upscale households - April, 1986.

Markets - Barrie, Belleville, Brantford, Brockville, Cambridge, Chatham, Cornwall, Guelph, Kenora, Kingston, Kirkland Lake, London, Niagara Falls, North Bay, Orillia, Owen Sound, Pembroke, Peterborough, Sarnia, Sault Ste. Marie, St. Catherines, Stratford, Sudbury, Timmins, Thunder Bay, Welland, Windsor, Woodstock

Alberta

Television - April 14 - 27, 1986
- May 5 - 11, 1986

Magazines:

1. Reader's Digest - April and May, 1986 with b.r.c.'s
2. Skyword - April, 1986 with b.r.c.
3. Western Living - April, 1986 with b.r.c.
4. Westworld - April, 1986 with b.r.c.
5. Homemakers - April, 1986
6. Saturday Night - May, 1986 with b.r.c.

Manitoba/British Columbia

Magazines:

1. Reader's Digest - April, 1986 (B.C.) with b.r.c.
   - April & May, 1986 (Man.) with b.r.c.'s
2. Westworld - April, 1986 (Man.)
3. Skyword - April, 1986 with b.r.c.
4. Homemakers - May, 1986 (Man.)
5. Saturday Night - May, 1986 with b.r.c.

Saskatchewan

Television - April and May, 1986

Newspaper insert - June, 1986

Magazines:

1. Reader's Digest - April and May, 1986 with b.r.c.'s
2. Western Living - April, 1986 with b.r.c.
3. Westworld - April, 1986 with b.r.c. and June, 1986
4. Homemakers - April, 1986
5. Skyword - April, 1986 with b.r.c.
6. Saturday Night - May, 1986 with b.r.c.
7. Saskatchewan Golf & Curling Guide - May, 1986
8. Prairie Skys - June, 1986
9. Impressions - June, 1986
10. Saskatchewan Report - June, 1986

All Canadian Markets

Magazines:

1. Reader's Digest - April, 1986 with b.r.c
2. Skyword - April, 1986 with b.r.c.
3. Saturday Night - May, 1986 with b.r.c.

Adventure Travel

Sportfishing

Magazines:

1. Western Sportsman - March/April, 1986 with b.r.c.
2. Prairie Skys - April/May, 1986 with b.r.c.

General Touring - U.S.A.

North Dakota

Television:

Markets - Minot/Bismarck/Dickinson/Williston
Fargo/Valley City

Timing - April 7 - May 25, 1986

Newspaper:

Co-operative insert with industry partners - May, 1986.
- Bismarck, Fargo, Minot

Radio:

Co-operative advertising with industry partners - May/June, 1986.
- Bismarck, Devil's Lake, Fargo, Jamestown, Minot, Bottineau, Dickinson, Grand Forks, Williston

Montana

Television:

Markets - Billings, Glendive, Great Falls

Timing - April 14 - 27, 1986
- May 5 - 11, 1986

Newspaper:

Co-operative insert with industry partners - June, 1986.
- Billings, Havre, Livingston, Helena, Miles City

Radio:

Co-operative advertising with industry partners - June, 1986.
- Billings, Glasgow, Lewistown, Glendive, Helena, Scobey, Miles City

Minnesota

Television:

Markets - Duluth/Superior, Mankato, Minneapolis/St. Paul, Rochester/Mason City/Austin

Timing - April 14 - 27, 1986
- May 5 - 11, 1986

Magazine:

Home and Away (auto club magazine)
(Minneapolis market) - July, 1986 with b.r.c.

Adventure Travel

Sportfishing

Airport Display Sign:

Co-operative program with Norcanair, Minneapolis International Airport - April - December, 1986

Special Promotion:

Babe Winkelman's Fishing Safari Sweepstakes
- television promotion over 60 markets
- promotion in 10 outdoor/sportsmen's magazines
- entry forms and point-of-purchase promotion at True Value Hardware Stores, in sporting goods stores where Babe Winkelman's videotape displays are situated
- Grand Prize - free 7 day fishing holiday at a Saskatchewan Lodge in July, 1986

Magazines:

1. In-Fisherman - December/January, 1987
2. Field & Stream (upper midwest) - January, 1987
3. Outdoor Life (upper midwest) - February, 1987

Outdoor Adventure (all outdoor products)

Newspaper:

Minneapolis Sunday Star - Canada feature supplement - May 11, 1986

Travel Trade

Motorcoach trade publication advertising:

1. Courier (publication of the National Tour Association - October and November, 1986

2. Destinations (publication of the American Bus Association) - May and December, 1986

Other travel trade publication advertising:

Promotion of adventure tour packages via Canadian and U.S. travel trade publications

BUSINESS TRAVEL

Components

1. Convention and meetings.

2. Incentive Travel.

Objectives

a) Increase convention revenue by 6 percent over 1985 to $46 million.

b) To identify prime opportunities for the private sector and to encourage their pursuit through co-operative ventures and improving the cost efficiency of the proposed business programs.

c) To develop and expedite an effective publicity plan using advertising space and editorial effectively.

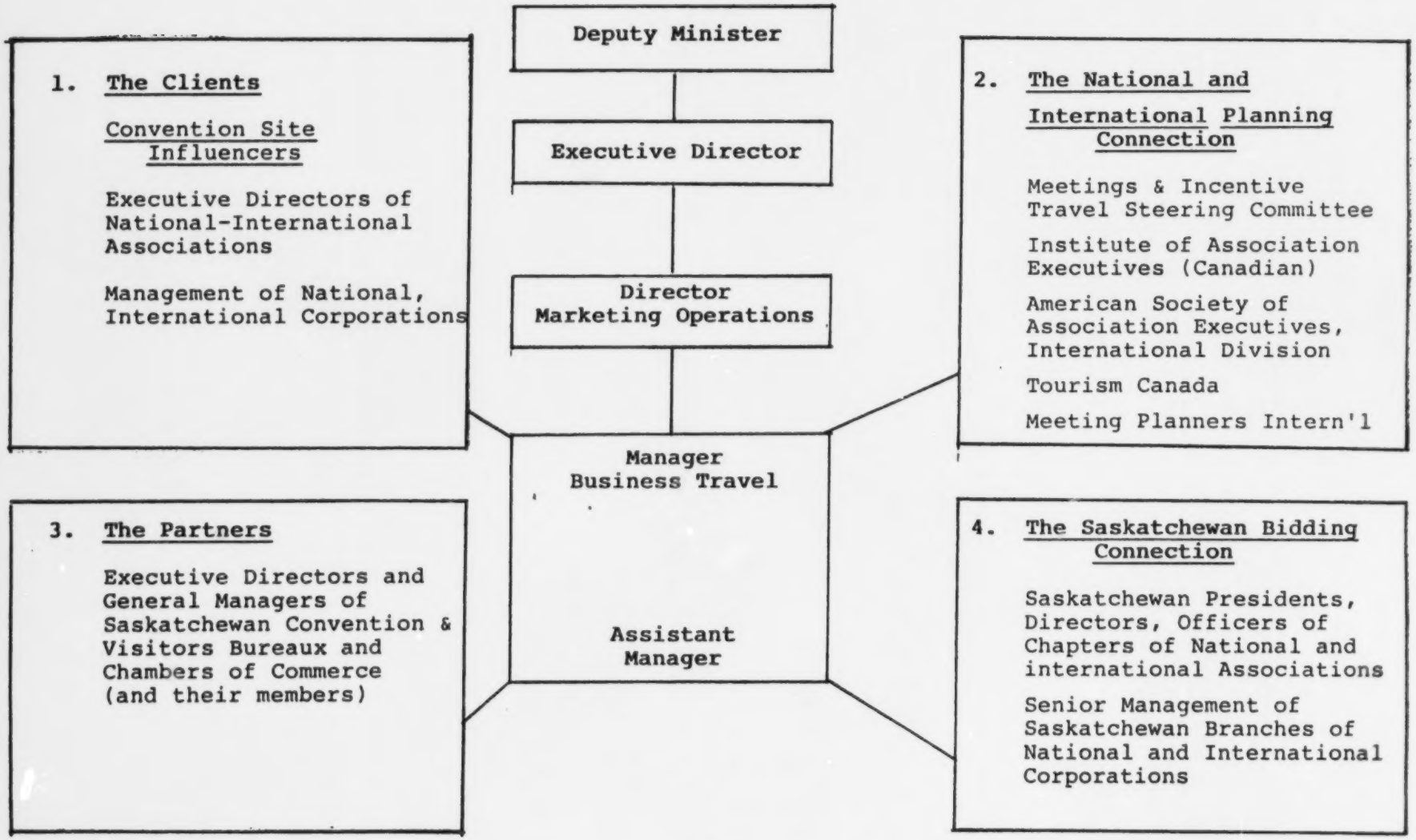
d) To improve the reporting mechanism in progress of programs through a quarterly research release.

e) To produce a convention promotion piece to be used for mailings, response mechanism and distribution at preconference meetings.

Business Travel Strategy

As part of Business Travel's strategy, a chart is included on the following page, which illustrates the different major groups of clients, venues and partners which form the network of affiliates and clients that influence Saskatchewan's acquisition of conventions.

BUSINESS TRAVEL - PRIMARY INTERFACING RESPONSIBILITIES



Business Travel - 2

Strategy

1. Increase Convention Revenue by 6 Percent Over 1985/86

   This ambitious general objective of $46,000,000 in 1986 tourism revenue may be met only through close co-operation with the private sector and with the injection of improved marketing methods, as follows:

2. Develop and Expedite a Co-operative Advertising Plan in Vertical (Convention) Media

   The basic concept is to solicit (at their cost) small space advertising from Saskatchewan hotels/convention facilities to be run under a Saskatchewan banner with provincial lure copy, in major vertical (convention) publications.

   The strategy employed is designed to achieve these goals:

   * increase awareness to provide the reader with a direct reference to properties that can accommodate his/her conference.

   * to increase the reach and frequency of Saskatchewan's national and international advertising in vertical convention media, cost-efficiently.

   * to extend the "Saskatchewan partnership" technique that has proved to be successful in marketplaces.

   * to generate specific enquiries pertaining to cities and properties.

   * to illustrate to site influencers that Saskatchewan has a sufficient variety of hotels/convention facilities to meet his/her conference requirements.

   * to utilize this additional advertising as a lever to generate integrated editorial support.

3. Develop and Expedite an Effective Publicity Campaign

   Business Travel has been moderately successful in its efforts to convert small advertising campaigns into small sections through the inclusion of editorial content in vertical convention media.

   Opportunities are sometimes missed when editors request copy a day or two before publication deadlines, which they are prone to do.

Business Travel will work with Promotions and Public Affairs to set up a system of compatible, standing copy that may be used with co-operative advertising campaigns.

4. Increase Convention Leads from Marketplaces

Business Travel receives a variety of convention leads at marketplaces, but because conversations with convention site-selectors at marketplaces are frequently complex and lengthy, opportunities are missed with other site-selectors who cannot wait for information, particularly at the busy A.S.A.E. marketplaces.

The presence of knowledgeable Saskatchewan Convention and Visitor Bureaux Managers and convention facility managers on a cost-shared partnership basis, particularly at the longer, busier shows in the U.S., is being encouraged by Business Travel to offset this problem. The Business Travel Unit recognizes that one 5-minute conversation with a site-selector can culminate in hundreds of thousands of dollars in delegate expenditures. These opportunities should not be missed.

5. Establish an Improved Response Mechanism

The development of a convention lure mailer and a new facilities guide in 1986 should prove effective in responding to convention enquiries.

6. Increase Partners' Participation in Marketplaces

Efforts are being made to interest an increasing number of partners in marketplace participation. The Convention and Visitor Bureaux and the Chambers in Saskatchewan cities have been encouraged to enlist active show involvement by their major hotel/convention facility members. The process has worked successfully at Canadian shows and interest in U.S. shows is expected to build.

7. Establish a Saskatchewan Role in the New International Section of the American Society of Association Executives

With charter memberships in this new A.S.A.E. Section, Saskatchewan has an opportunity for input and influence in matters affecting out-of-country meeting freedom of U.S. associations. Additionally, this membership will allow for an exchange of information and ideas concerning convention potential with government officials and association executives from other countries.

8. Participate Actively and Effectively in Meetings and Incentive Travel Steering Committee Sessions

The Meeting and Incentive Travel Steering Committee is effective in establishing where and when marketplaces will be held by Tourism Canada and in lobbying against adverse convention legislation in the United States and other countries. It also provides a valuable venue for exchanging ideas and information about the convention business with other provinces and major Canadian facilities and transportation companies.

Saskatchewan, as one of two provinces with representation on this Committee, will continue to project a viewpoint in committee delibertations, ensuring that Saskatchewan's best interests are served.

9. Continue to Produce Effective Marketplace Promotions

The Business Travel Unit has only been operational since late 1983 and resultantly the awareness of Saskatchewan's convention sites and facilities is only beginning to register with site-selectors.

To speed the process, Business Travel has employed several successful promotions which it uses at major marketplaces. These heighten awareness of the Saskatchewan presence and of the range of convention options available in the province. The basic advantage, however, is in the communication link they provide with site-selectors at the marketplace. But the promotions have a short lifespan.

Through meetings with the Promotion Division and internal creative sessions, the Business Travel Unit will continue to develop promotions tailored to the venue. Pre-planning of promotions for these shows is generally not feasible until the conference/exhibit agenda format is available, usually two months before the show dates.

10. Provide all Communities with an Opportunity for Program Participation

The Business Travel unit is prepared to assist Saskatchewan communities with the acquisition of any convention. Advice about procedure, bid and delegate-building funding, sources of free promotional material or other aspects of their related activities are accessible for this purpose.

11. Report on Progress of Program Through a Quarterly Research Release

In 1985, Business Travel in conjunction with Research and Information, convened meetings in Saskatchewan's cities to establish a system of reporting numbers of conventions, delegates and estimated expenditures. This system will begin to function in 1986/87 and from it, Business Travel will be able to track the effectiveness of its programs on a quarterly basis.

12. Produce an Improved Convention and Meeting Facilities Guide

The coverage of Saskatchewan's first Convention and Meeting Facilities Guide was very thorough, but in reviewing the format there appears to be a requirement for more information describing meeting space, particularly. A reduction in the information about customs for foreign visitors will also require considerable editing and the general format will be carefully reviewed to ensure that it responds to the needs of site and facility selectors.

13. Produce a Convention Mailing Piece

There is an ongoing need to develop a quality convention mailing piece that provides a response mechanism to cold leads, for distribution at pre-conference meetings and for mailings. This will be developed in 1986/87 to fill a void in promotional material.

14. Produce a Saskatchewan Associations' Directory of Association with National Affiliation

Business Travel - 6

Business Travel Marketplace Activity

Canada

I.A.E. (Institute of Association Executives)

Montreal

United States

A.S.A.E. (American Society of Association Executives)

Washington
California

M.P.I. (Meeting Planners International)

Boston
San Diego

Canada Calling

New York
Washington
Denver
San Francisco
Chicago

Meetings/Conventions

Trade publication advertising:

Canadian Publications:

1. Canadian Associations - July, 1986 (Pre-Conference issue)
   - September, 1986
2. Meetings & Incentive Travel - June and September, 1986
3. Canadian Industry Shows & Exhibitions - October, 1986
4. Meetings & Conventions - Canada - July, 1986

U.S. Publications:

1. Association Management - June, 1986 (ASAE Preview issue)
   - February, 1987 (ASAE Preview issue)
2. Successful Meetings - September, 1986 (Meeting Planners Guide to Canada)
3. Meetings & Conventions - November, 1986 (Western Canada feature)

TRAVEL INFORMATION SERVICES (TOURISM SASKATCHEWAN)

Translated as "customer services" the unit's primary purpose is to service the travelling public, our customers. The demand is generated by the program areas of General Touring, Business Travel and Adventure Travel. The Travel Information Services unit provides travel counselling and information services to the public in order to attract more first-time visitors, influence as many visitors as possible to stay longer and to influence our own residents to vacation within the province.

The following publications and services are available free of charge:

GREAT SASKATCHEWAN VACATION BOOK: A comprehensive, full-color magazine with feature stories on Saskatchewan's many tourism products. Also includes pertinent travel information.

ACCOMMODATION GUIDE: A comprehensive directory of communities, hotels/motels, parks, campgrounds, lakeside accommodation and vacation farms.

OUTDOOR ADVENTURE GUIDE: A directory of fishing, hunting and canoeing outfitting services, supplemented with colourful information about these and other adventure opportunities in Saskatchewan.

CALENDAR OF EVENTS: A descriptive listing of Saskatchewan events including dates and locations.

WINTER RECREATION DIRECTORY: Where to cross-country and downhill ski, snowmobile, ice-fish or participate in other sports and special winter events.

TOLL-FREE TELEPHONE SERVICE is available year-round. Direct access to the Tourism Saskatchewan service is available across Canada and the U.S. markets. The telephone numbers are: for calls originating in Regina and area, **787-2300;** calls originating elsewhere in Saskatchewan, **800-667-7538;** and calls originating in Canada and the U.S., **800-667-7191.** Easier access to the Tourism Saskatchewan service has a significant increase over the 54,000 inquiries received in 1983. 1985 inquiries total 70,729. 18,787 inquiries were received by telephone, an increase of 8.4% over 1984 and 22.8% over 1983.

VISITOR RECEPTION CENTRES normally operate during the high tourist season from Victoria Day to Labour Day at strategic border locations the operating period for 1986 has been expanded to coincide with that of Expo '86 in Vancouver. Information services are provided year-round in Regina and in co-operation with Parks and Renewable Resources in Lloydminster as well as at Department Regional Offices where publications are available.

Travel Information Services - 2

A construction program is well underway with a new centre at the Manitoba/Saskatchewan border on Highway #1 now operational. New centres at Maple Creek and Langenburg will be opened in May 1986.

The improved facilities and expanded operating period are important both to our general image and in terms of capturing revenue to the province during an important year for cross Canada travel.

Contact - Rob Kinzel, Manager, Tourism Saskatchewan **787-2473**
(Travel Information Services)
Saskatchewan Tourism and Small Business

Distribution Co-ordinator **787-2303**

Information Collection **787-2332**
Co-ordinator

TOURISM INDUSTRY OPPORTUNITIES

The Marketing Branch manages a number of programs which are designed to directly assist Saskatchewan's tourism industry.

1. General Touring Sales Ventures

   Co-operative arrangements with convention and sales bureaux and other non-profit organizations to mount sales blitzes in out-of-province markets and to participate in trade and consumer shows:

   Contact: Darryl McCallum **(787-2313)**

2. Travel Trade Fam Tours and Site Inspections

   Co-operative venture with the accommodation sector, Tourism Canada and airlines to familiarize travel wholesalers, agents and tour operators with the Saskatchewan travel product.

   Contact: Darryl McCallum **(787-2313)**

3. Convention Promotion

   Funding assistance for convention and visitors bureaux and other non-profit organizations to make bids inviting regional, national or international organizations to hold their annual conventions in Saskatchewan, (subject to Committee Review) and in conducting special promotions to increase delegate attendance at affirmed conventions.

   Contact: Dave Livingstone **(787-2370)**
   or Merle Kennedy **(787-3016)**

4. Convention Planners Fam Tours and Site Inspections

   Co-operative venture with Tourism Canada, airlines and the accommodation sector to allow convention planners from outside Saskatchewan to experience Saskatchewan's convention facilities.

   Contact: Merle Kennedy **(787-3016)**

5. Literature

Bulk quantities of tourism literature on Saskatchewan accommodations, attractions, events, activities, northern adventures, convention sites, etc.

Contact: Rob Kinzel **(787-2473)**

6. Audio-Visual Materials and Films

Promotional A/V materials and films will be loaned for presentation to large out-of-province audiences.

Contact: Neil Sawatzky **(787-2320)**

7. Tour Shells

Effective package tour folders that may be imprinted by travel agents or tour operators for their use in marketing established Saskatchewan packages.

Contact: Darryl McCallum **(787-2313)**

8. Tourism Marketing Assistance Program

A tourism marketing support program providing up to 50 per cent financial assistance for approved marketing activities by non-profit tourism organizations.

Contact: Darryl McCallum **(787-2313)**